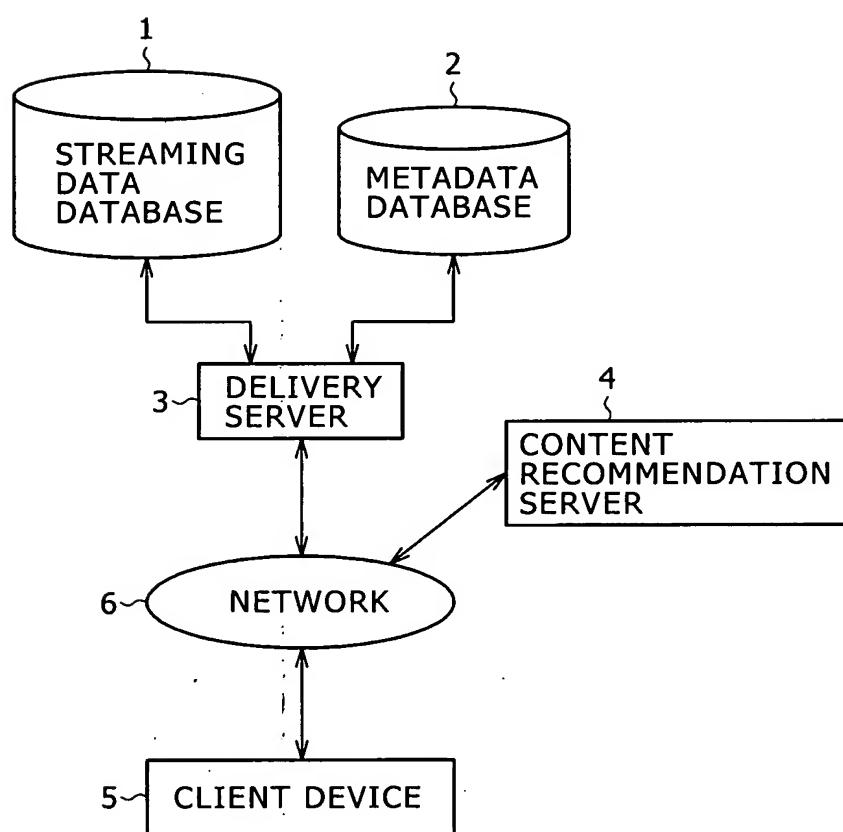


Rec'd PCT/PTO 10 JUN 2005

S03P1425

1/32

FIG. 1



10/538658

Rec'd PCT/PTO 10 JUN 2005

S03P1425

2/32

FIG. 2

- BROADCAST START TIME=[19:00,NOV/10/2002] TIME SLOT
- BROADCAST END TIME=[20:00,NOV/10/2002]
- BROADCAST STATION =[CHANNEL 8]
- GENRE=[VARIETY SHOW]
- PROGRAM TITLE=[SPLITTING TV]
- PERSONS=[PERSONALITY A][PERSONALITY B],...
- SUBTITLE=[SPECIAL EDITION TONIGHT! THE SPECIAL GUEST IS...]
- KEYWORD=[THRILLING]

Rec'd PCT/PTO 10 JUN 2005

S03P1425

3/32

FIG. 3

START TIME, END TIME, BROADCAST STATION	GROUP ID
00:00~06:00 ON CHANNEL 8	XXXX
06:00~07:00 ON CHANNEL 8	XXXX
07:00~08:00 ON CHANNEL 8	XXXX
.....
00:00~06:00 ON CHANNEL 10	XXXX
06:00~07:00 ON CHANNEL 10	XXXX
07:00~08:00 ON CHANNEL 10	XXXX
.....

10/538658

Rec'd PCT/PTO 10 JUN 2005

S03P1425

4/32

F I G . 4

GENRE, PERSONS	GROUP ID
VARIETY, PERSONALITY A	XXXX
NEWS, PERSONALITY A	XXXX
MOVIE, PERSONALITY A	XXXX
VARIETY, PERSONALITY B	XXXX
NEWS, PERSONALITY B	XXXX
MOVIE, PERSONALITY B	XXXX

10/538658

Rec'd PCT/PTO 10 JUN 2005
S03P1425

5/32

FIG. 5

- BROADCAST START TIME=[19:00,NOV/10/2002]
- BROADCAST END TIME=[20:00,NOV/10/2002]
- BROADCAST STATION =[CHANNEL 6]
- GENRE=[VARIETY SHOW]
- PROGRAM TITLE=[SIDEPLITTING TV]
- PERSONS=[PERSONALITY A][PERSONALITY B]...
- SUBTITLE=[SPECIAL EDITION TONIGHT! THE SPECIAL GUEST IS...]
- KEYWORD=[THRILLING]
- GROUP ID=XXXX,XXXX,...

10/538658

Rec'd PCT/PTO 10 JUN 2005

S03P1425

6/32

FIG. 6

- BROADCAST START TIME=[7:00,OCT/18/2002]
- BROADCAST END TIME=[8:00,OCT/18/2002]
- BROADCAST STATION =[CHANNEL 8]
- GENRE=[NEWS]
- PROGRAM TITLE=[MORNING NEWS]
- PERSONS=[PERSONALITY C] [PERSONALITY D],...
- SUBTITLE=[NEWS]
- KEYWORD=[XXXX]

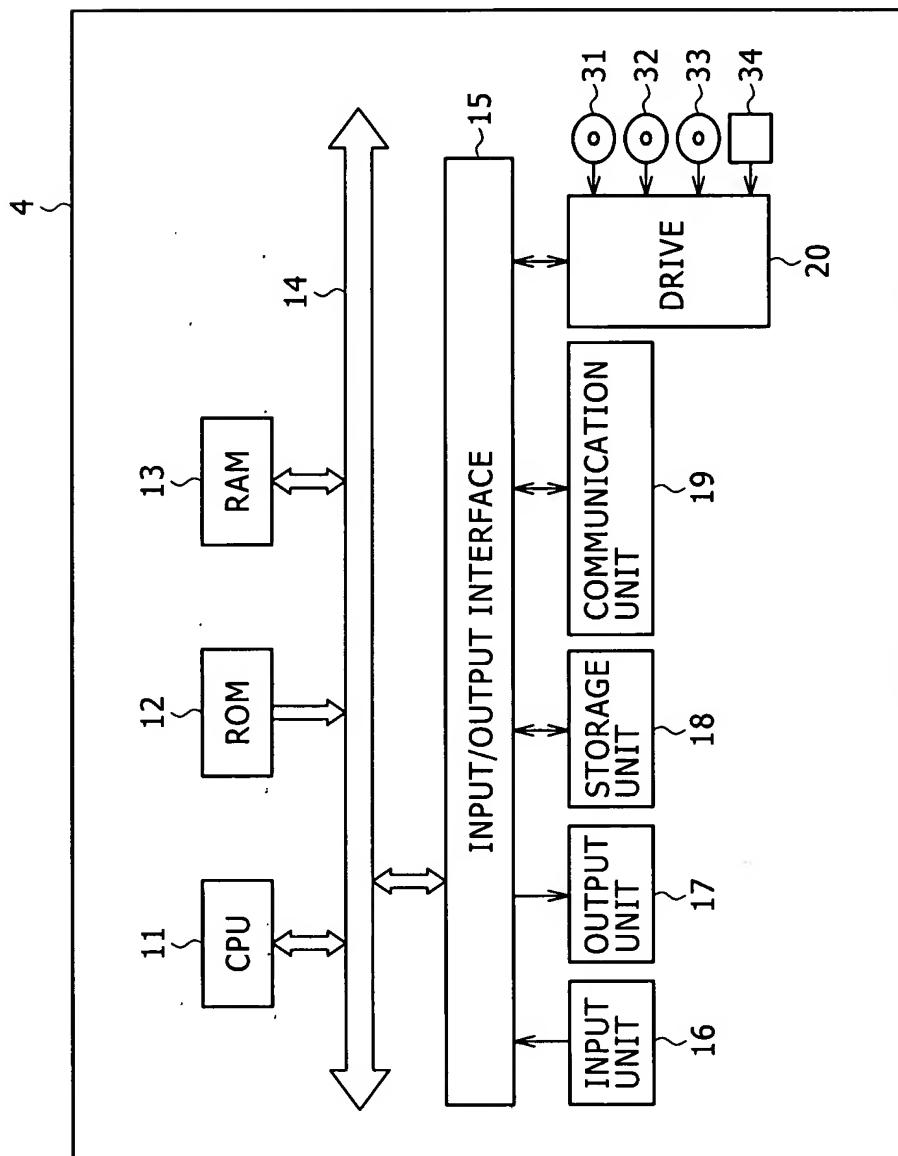
GROUP ID=XXXX,XXXX

Rec'd PCT/PTO 10 JUN 2005

S03P1425

7/32

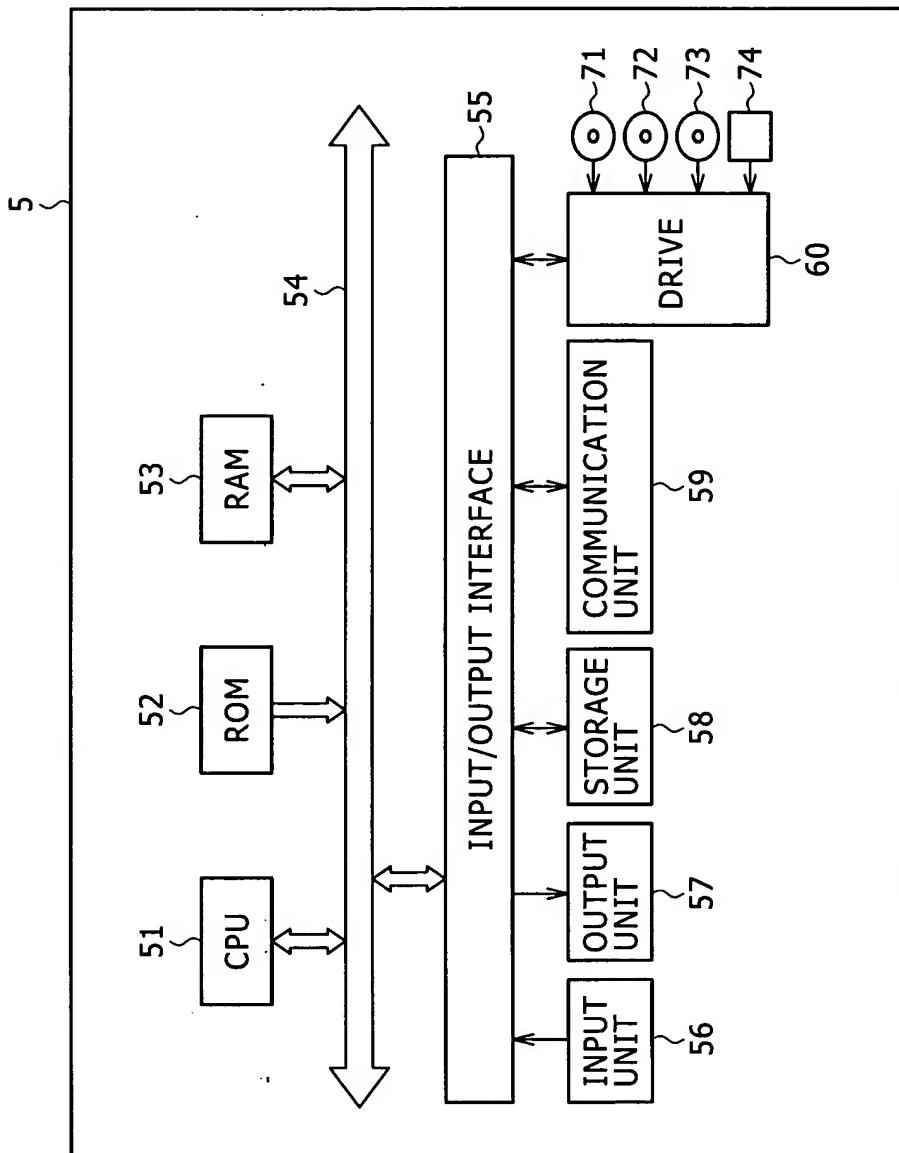
FIG. 7



Rec'd PCT/PTO 10 JUN 2005
S03P1425

8/32

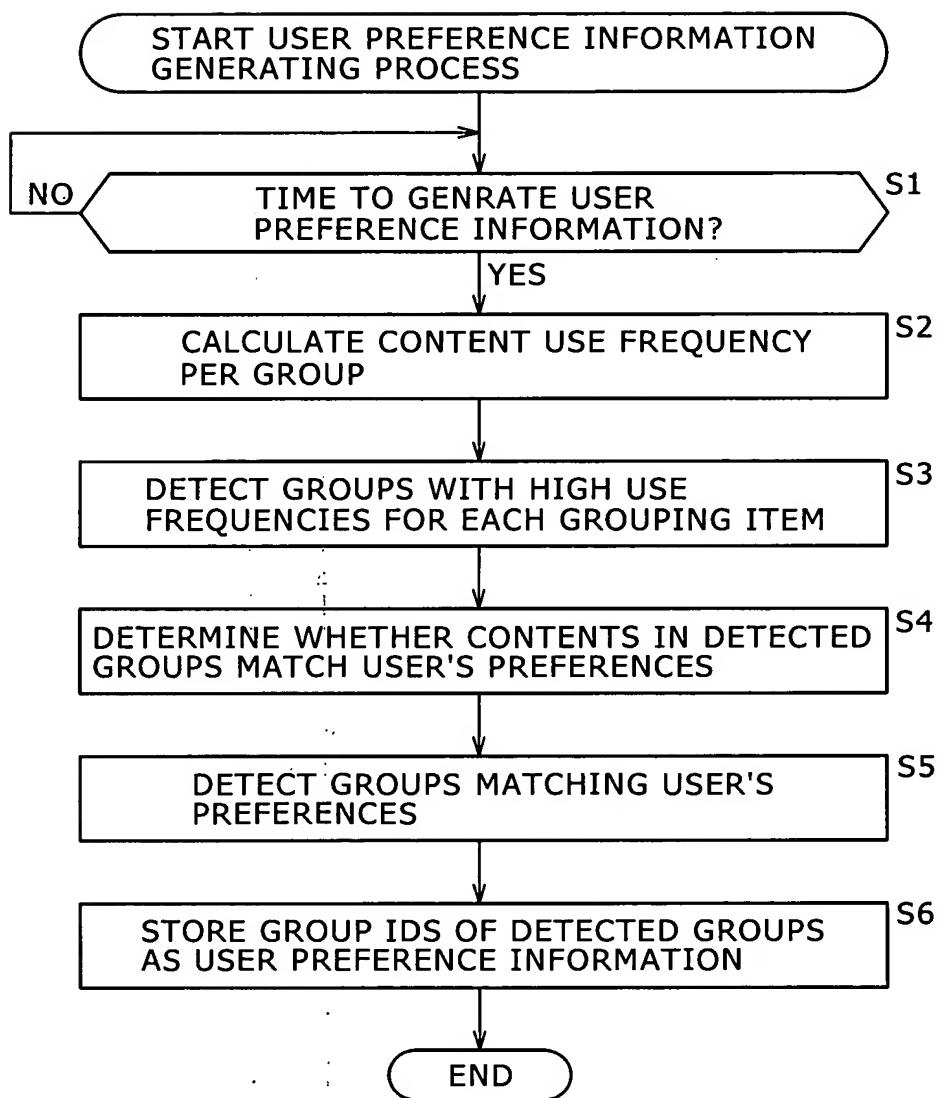
FIG. 8



Rec'd PCT/PTO 10 JUN 2005
S03P1425

9/32

FIG. 9



10/538658

Rec'd PCT/PTO 10 JUN 2005
S03P1425

10/32

FIG. 10

START TIME, END TIME, BROADCAST STATION	USE FREQUENCY
20:00~21:00 ON CHANNEL 8	7
19:00~20:00 ON CHANNEL 10	7
20:00~23:00 ON CHANNEL 8	6

Rec'd PCT/PTO 10 JUN 2005

S03P1425

11/32

FIG. 11A

GENRE, PERSONS	USE FREQUENCY
VARIETY, PERSONALITY D	10
NEWS, PERSONALITY D	8
VARIETY, PERSONALITY C	5

FIG. 11B

GENRE, PERSONS	NORMALIZED USE FREQUENCY
VARIETY, PERSONALITY D	0.25
NEWS, PERSONALITY D	0.08
VARIETY, PERSONALITY C	0.0625

Rec'd PCT/PTO 10 JUN 2005
S03P1425

12/32

FIG. 12

DELIVERY LIST [20:00~21:00 ON CHANNEL 8]	USE HISTORY [20:00~21:00 ON CHANNEL 8]
PROGRAM A ON OCT 25(SAT) PROGRAM B ON OCT 24(FRI)	NOT VIEWED VIEWED

10/538658

Rec'd PCT/PTO 10 JUN 2005

S03P1425

13/32

FIG. 13

DELIVERY LIST [VARIETY, PERSONALITY D]	USE HISTORY [VARIETY, PERSONALITY D]
PROGRAM AA ON OCT 25(SAT)	NOT VIEWED
PROGRAM AB ON OCT 25(SAT)	NOT VIEWED
PROGRAM BA ON OCT 24(FRI)	NOT VIEWED

10/1538658

Rec'd PCT/PTO 10 JUN 2005
S03P1425

14/32

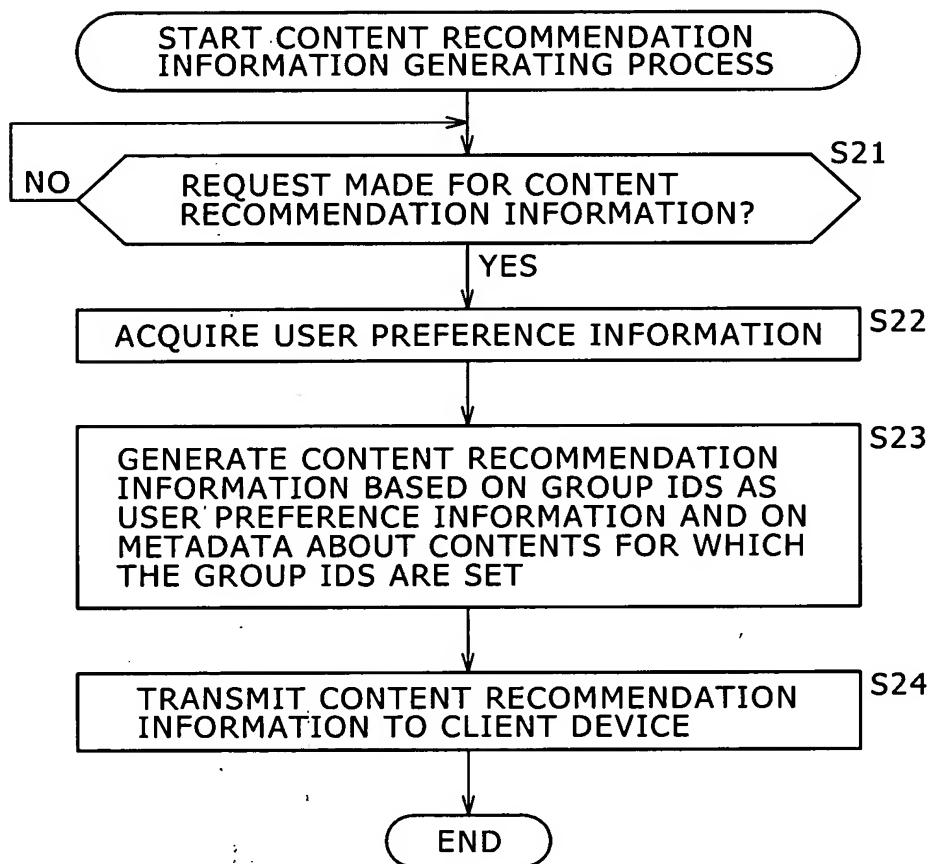
FIG. 14

DELIVERY LIST [20:00~21:00 ON CHANNEL 8]	USE HISTORY [20:00~21:00 ON CHANNEL 8]
PROGRAM A ON OCT 25(SAT) PROGRAM B ON OCT 24(FRI) PROGRAM C ON OCT 24(FRI) PROGRAM D ON OCT 23(THU)	NOT VIEWED VIEWED VIEWED VIEWED

Rec'd PCT/PTO 10 JUN 2005
S03P1425

15/32

FIG. 15



Rec'd PCT/PTO 10 JUN 2005
S03P1425

16/32

FIG. 16

57

THE FOLLOWING PROGRAMS ARE RECOMMENDED FOR YOUR PREFERRED
"TIME SLOTS!"

20:00~21:00 ON CHANNEL 8;
GROUP ID = XXXX

•TITLE OF PROGRAM AAA

19:00~20:00 ON CHANNEL 10;
GROUP ID = XXXX

•TITLE OF PROGRAM BBA

Rec'd PCT/PTO 10 JUN 2005

S03P1425

17/32

FIG. 17

57 {

THE FOLLOWING PROGRAMS ARE RECOMMENDED FOR YOUR PREFERRED
"GENRES AND PERSONS"

VARIETY, PERSONALITY C; GROUP ID = XXXX

NEWS, PERSONALITY D; GROUP ID = XXXX

- TITLE OF PROGRAM CCA
- TITLE OF PROGRAM CCB

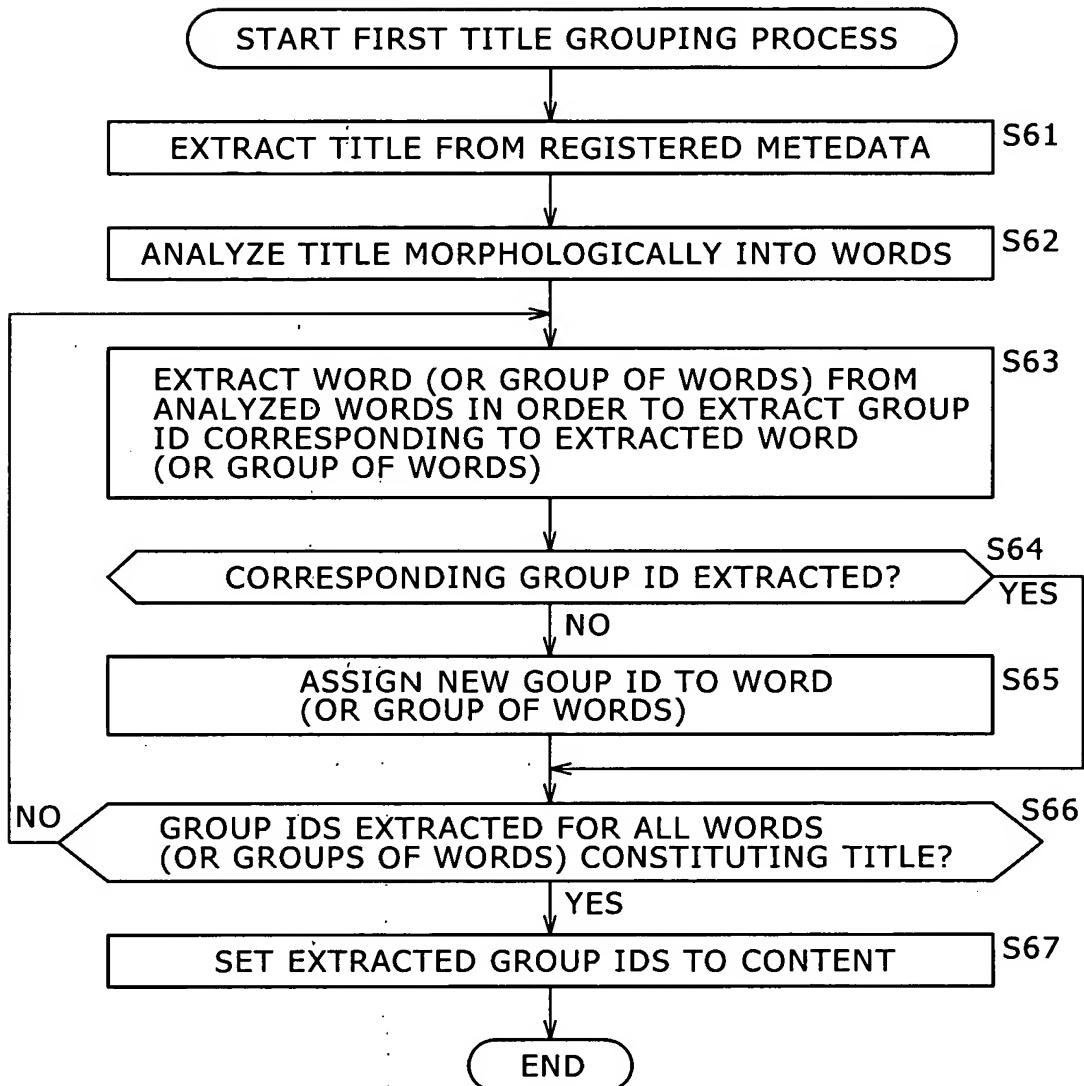
10/538658

Rec'd PCT/PTO 10 JUN 2005

S03P1425

18/32

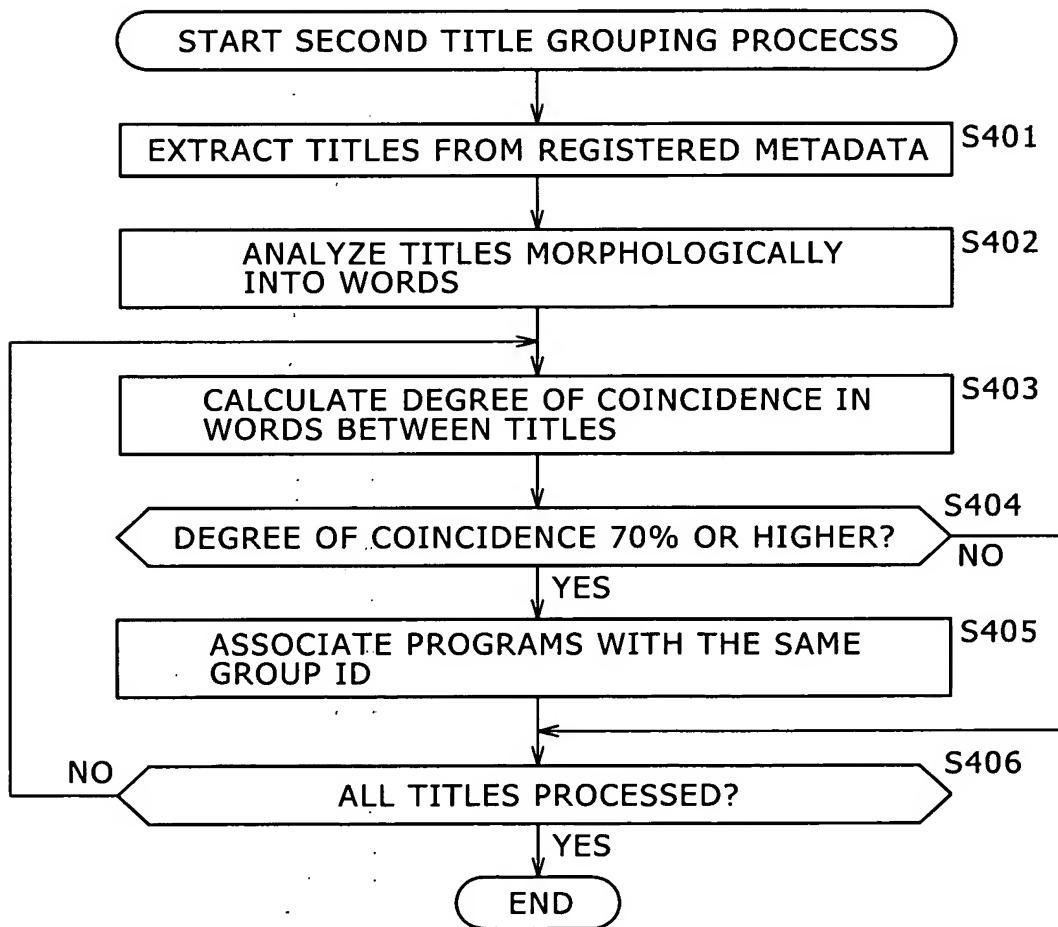
FIG. 18



Rec'd PCT/PTO 10 JUN 2005
S03P1425

19/32

FIG. 19

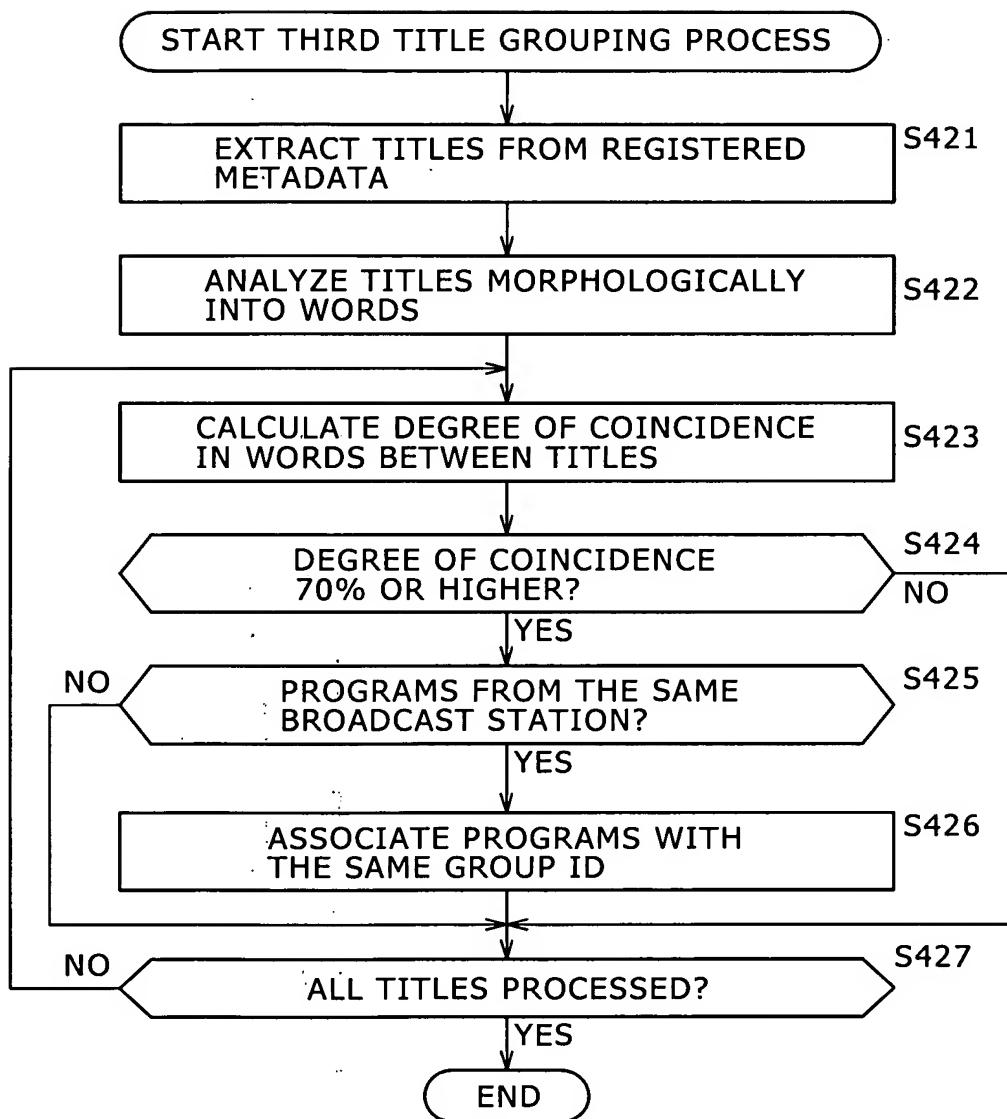


10/538658

Rec'd PCT/PTO 10 JUN 2005
S03P1425

20/32

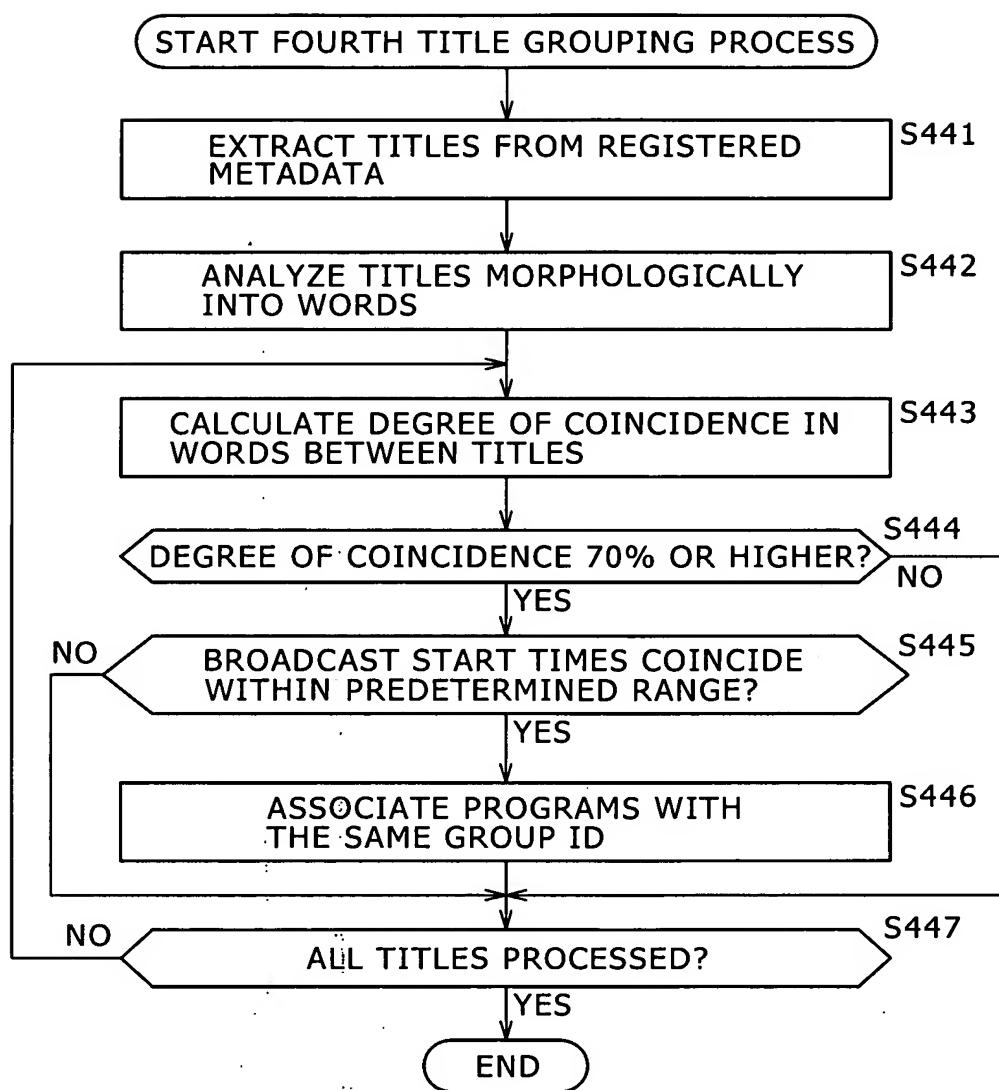
FIG. 20



Rec'd PCT/PTO 10 JUN 2005
S03P1425

21/32

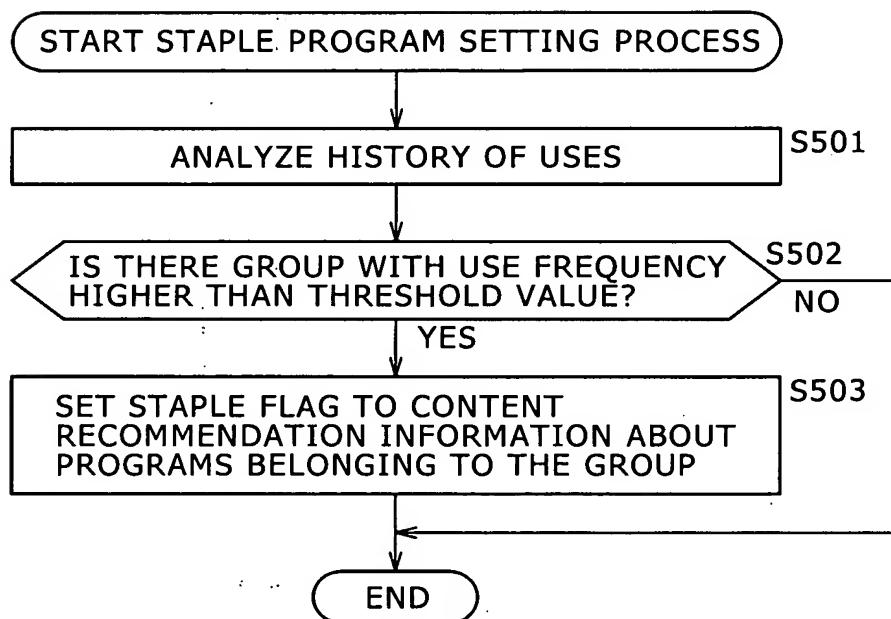
FIG. 21



Rec'd PCT/PTO 10 JUN 2005
S03P1425

22/32

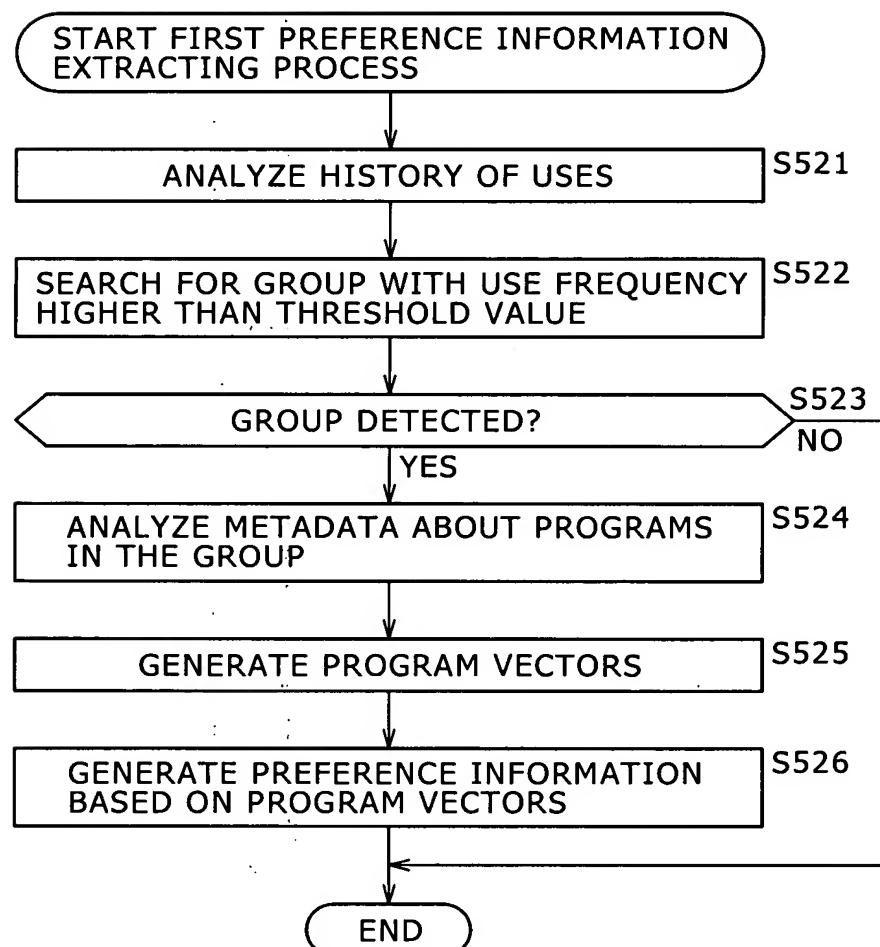
FIG. 22



Rec'd PCT/PTO 10 JUN 2005
S03P1425

23/32

FIG. 23



10/538658

Rec'd PCT/PTO 10 JUN 2005
S03P1425

24/32

FIG. 24

PROGRAM VECTORS	PP = (Tm, Gm, Pm, Sm, Hm, ...)
T : TITLE	Tm = {TITLE}
G : GENRE	Gm = {DRAMAS, VARIETY SHOWS, SPORTS, MOVIES, MUSIC, CHILD-ORIENTED AND EDUCATIONAL PROGRAMS, CULTURAL AND DOCUMENTARY PROGRAMS, NEWS AND REPORTS, OTHERS}
P : PERSON	Pm = {PERSON A-1, PERSON B-3, ...}
S : TV STATION	Sm = {MHK GENERAL, MHK EDUCATIONAL, ASIA TV, TAS, FUSHI, TV NIPPON, TOTO, MHK BS1, MHK BS-2, WOOWO}
H : HOUR	Hm = {MORNING, DAYTIME, EVENING, PRIME TIME, LATE-NIGHT}

10/538658

Rec'd PCT/PTO 10 JUN 2005

S03P1425

25/32

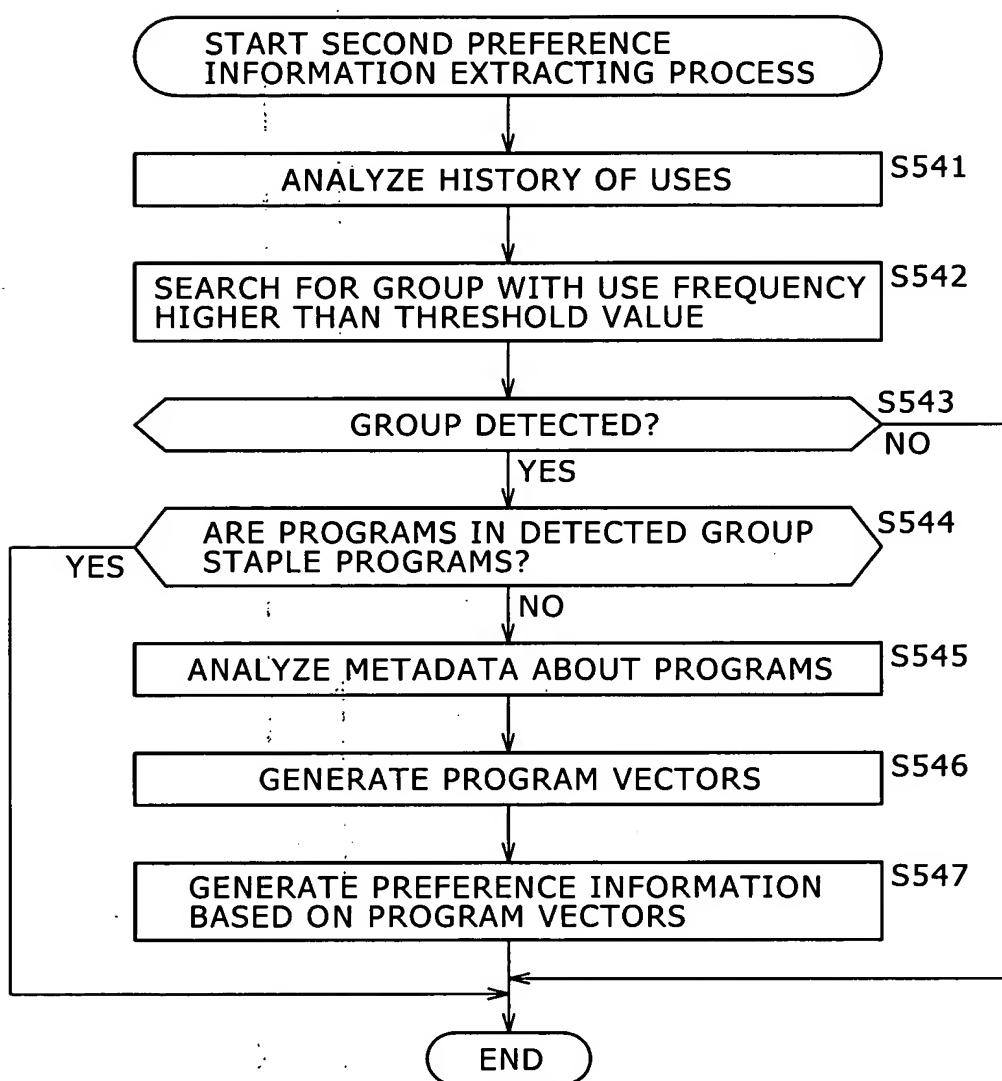
FIG. 25

PREFERENCE INFORMATION	UP = (Tup ,Gup ,Pup, Sup, ...)
TITLE:	Tup = {{TITLE 1-12), (TITLE 2-3), ...}}
GENRE:	Gup = {(DRAMAS-25), (VARIETY SHOWS-34), (SPORTS-42), (MOVIES-37), (MUSIC-73), (CHILD-ORIENTED AND EDUCATIONAL PROGRAMS-120), (CULTURAL AND DOCUMENTARY PROGRAMS-3), (NEWS AND REPORTS-5), (OTHERS-23)}
PERSON:	Pup = {{PERSON A-10), (PERSON B-43), ...}}
TV STATION:	Sup = {MHK GENERAL-7, MHK EDUCATIONAL-4, ASIA TV-3, TAS-2, FUSHI-5, TV NIPPON-6, TOTO-0, MHK BS1-9, MHK BS2-1, WOOWO-1 }

Rec'd PCT/PTO 10 JUN 2005
S03P1425

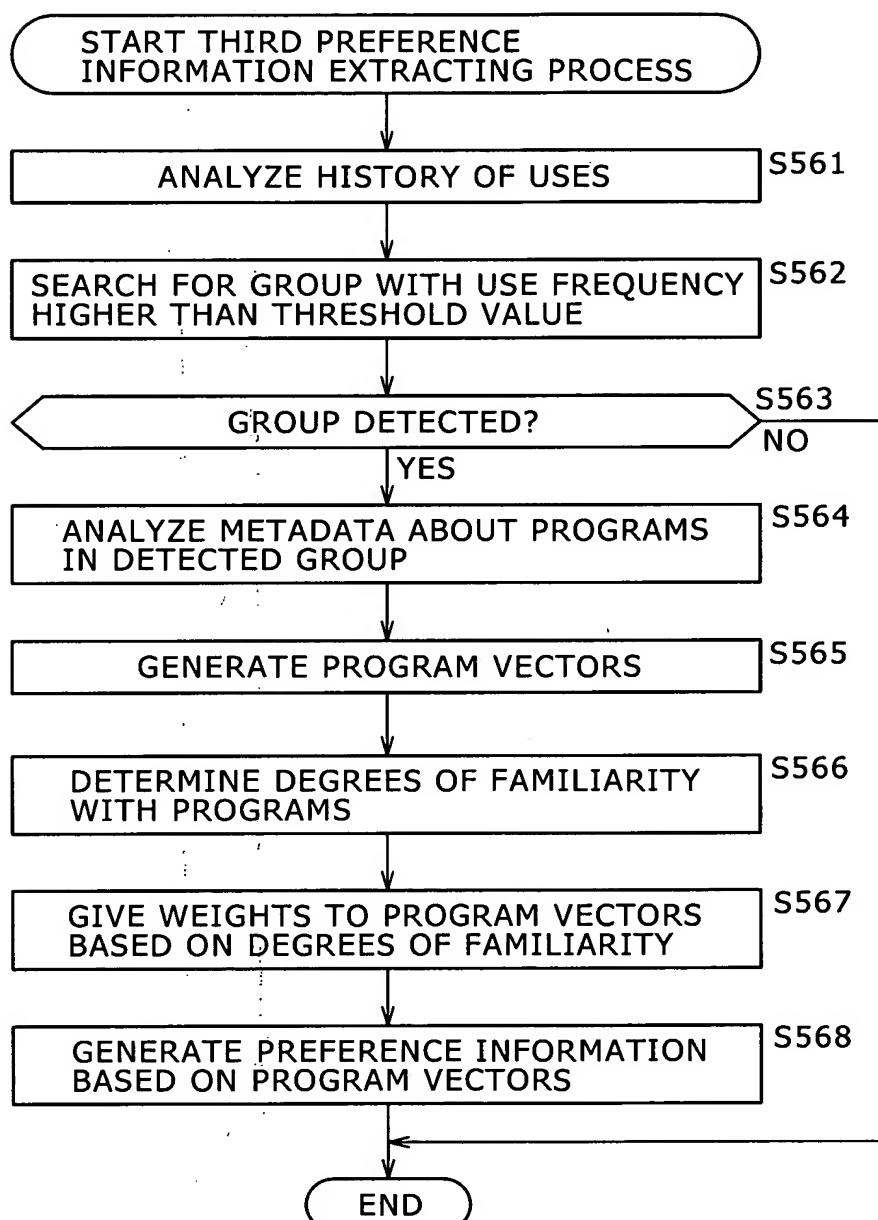
26/32

FIG. 26



27/32

FIG. 27

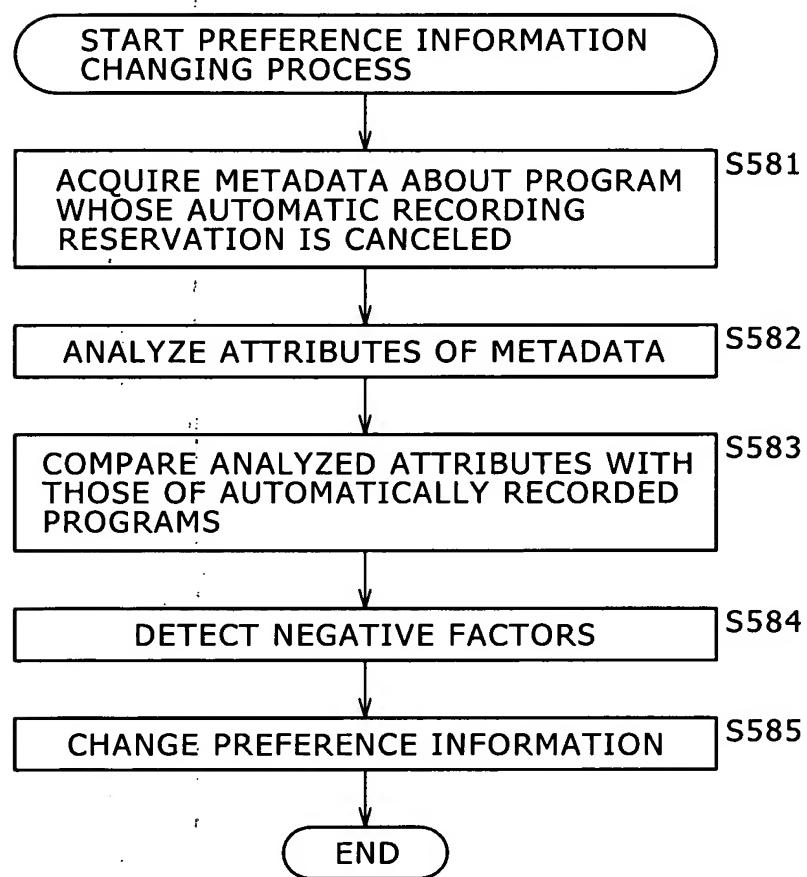


10/538658

Rec'd PCT/PTO 10 JUN 2005
S03P1425

28/32

FIG. 28

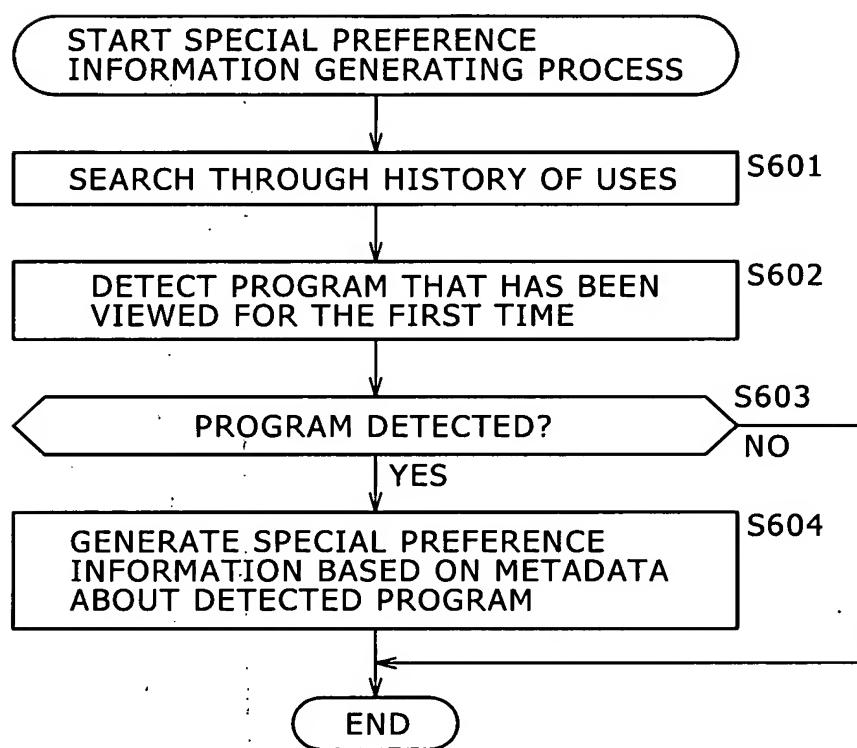


Rec'd PCT/PTO 10 JUN 2005

S03P1425

29/32

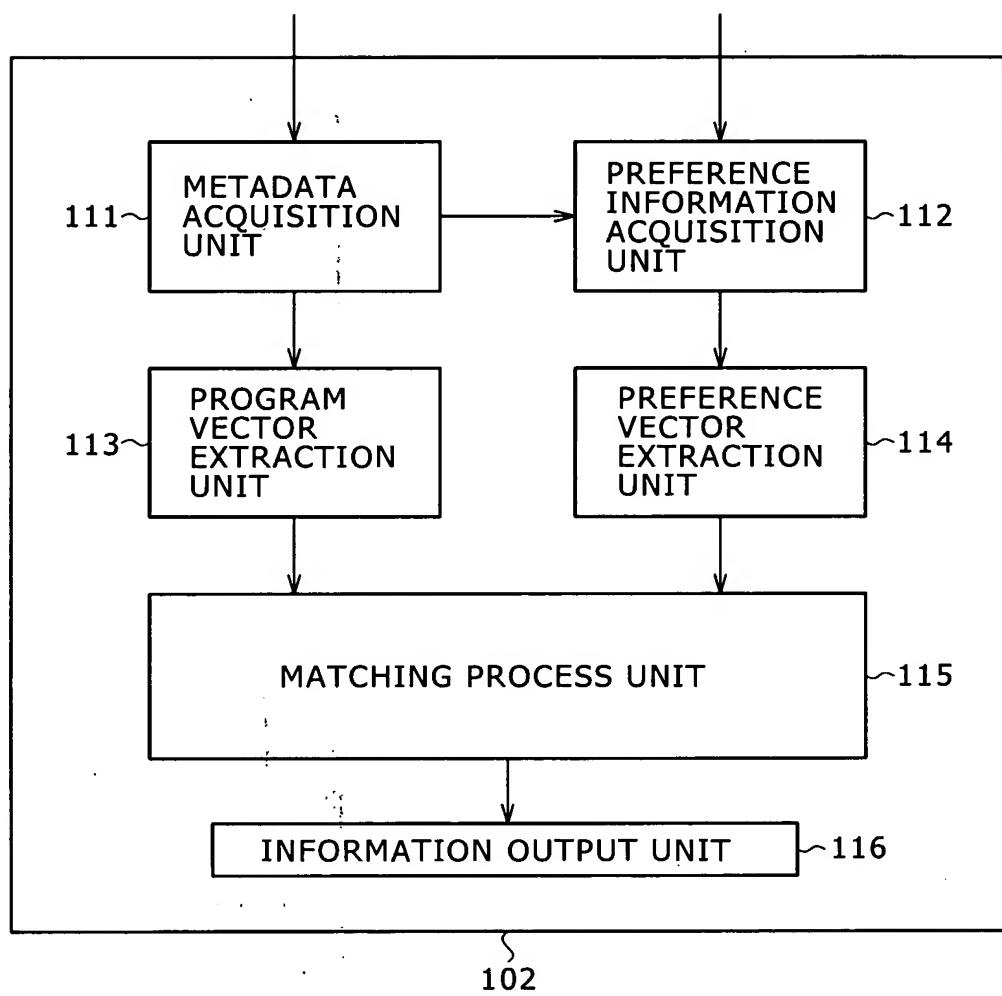
FIG. 29



Rec'd PCT/PTO 10 JUN 2005
S03P1425

30/32

FIG. 30



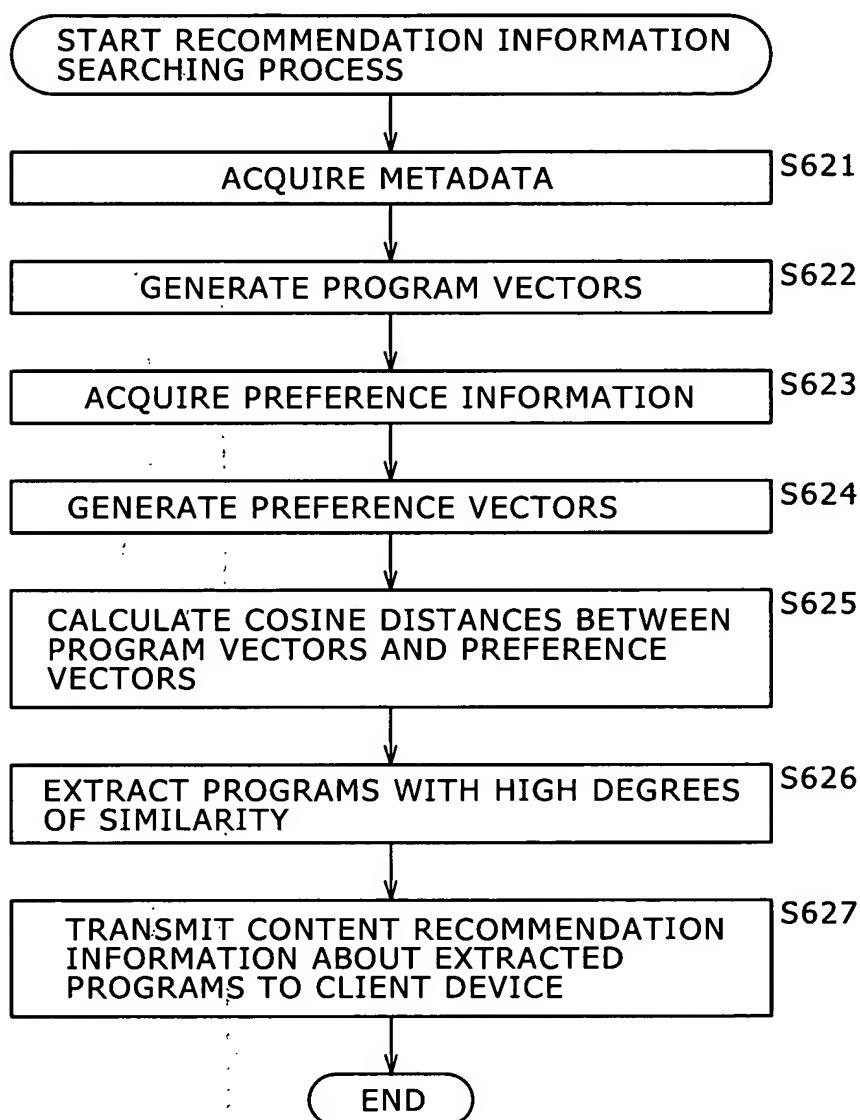
102

Rec'd PCT/PTO 10 JUN 2005

S03P1425

31/32

FIG. 31



Rec'd PCT/PTO 10 JUN 2005
S03P1425

32/32

FIG. 32

